Stefan Majer
Account Manager
Philadelphia Chain Accounts
24 Highland Drive
Yardley, PA 19067
PHONE: 215-493-8430
FAX: 215-493-3786
Voice Mail Extension: 71394

April 14, 1997

TO: All Retail Managers, Retail Reps. with Acme Market Responsibility
in Divisions 1221, 1226, 1326, 1330, 1332, 1334, 1622 and 1738
CC: Regional Sales Manager
ROUs: Please distribute to Retail Managers and Retail Reps.

SUBJECT: ***CID No. 0320-00-00***
Acme Markets - Change in Contract Status

Ladies and Gentlemen:

Effective immediately, R. J. Reynolds is canceling our RA contract with Acme Markets. We will no longer have a paid retail merchandising contract of any kind with Acme Markets. PCD counter displays should be removed from stores on the retail reps.' next normal coverage call. All displays should be removed by the end of April 1997. Reps. should re-use displays in other accounts as needed.

We will continue to maintain the top two shelves on carton fixtures, the top shelves on the industry package merchandiser and RJR signage on the canopy. If there are any locations which currently have self-service merchandising on packs and cartons, please advise me via voice mail: 71394.

I appreciate all of your support and assistance with this Chain.

Sincerely,

Steve

Stefan Majer

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Source: https://www.industrydocuments.ucsf.edu/docs/rphn0000

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